



Delivering 500,000 overseas visitors to
Ireland – Why not 1,000,000?

ITOA



INCOMING TOUR OPERATORS
ASSOCIATION - IRELAND



Government Policy

‘Mindset’

Time to shift gears

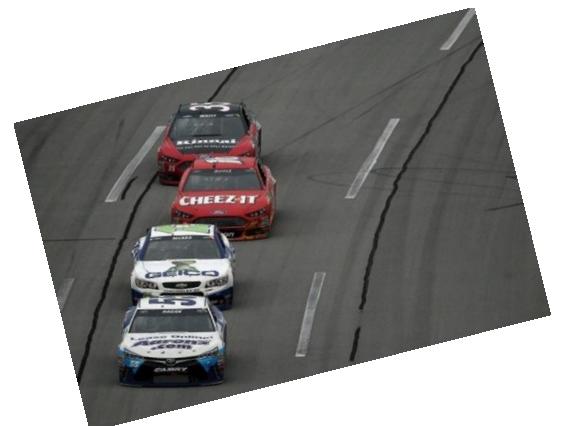
Recovery



Growth

Or

Get overtaken by the competition



Re-Think Policy – Stimulus required for Growth not just Recovery

Joined Up Policy Required @
government and local government

FDI investment Incentive – why aren't
hotels & tourism infrastructure
considered in the same way?

Indigenous Industry – priority for
future economic growth

- ✓ Fast Track planning
- ✓ Designation for Regeneration
- ✓ Short Term Stimulus measure for
Long-term sustainable jobs

DUBLIN'S TOURISM CAPACITY



5000
more

Increase capacity to
grow the business



For 500 -
1000



Joined up transport planning

National Policy For Regional Sustainability

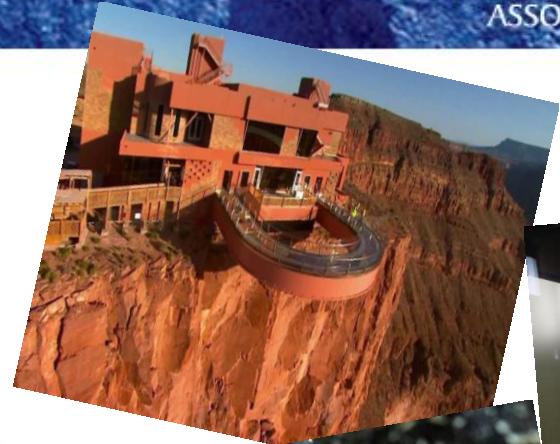
Policies that need to be sensitive to the environment but **not** a barrier to growth

OPW – Visitor Services Area – needs funding and complete re-structure

International Marketing - investment in the future – not about today or next year but 2017/2018

Product Programmes investment strategy needs to be more than just about signage in terms of development – where's the blue sky thinking and long term planning and mandate from local govt.

Plan for future iconic attraction s– just one for each destination!!!





THANK YOU